The University of Texas at Dallas may name buildings, facilities, academic units and programs in honor of individuals or entities when it promotes the University's educational and cultural mission and recognizes exceptional contributions or service to the University or society. All such naming actions will be in accordance with The University of Texas System Board of Regents’ *Rules and Regulations*.

All namings must undergo a high level of consideration and due diligence. Before submitting a naming request to the President and/or U.T. System Board of Regents, the appropriateness of a naming will be evaluated based on the reputation and profile of the individual, corporation or entity, the nature of the facility or program to be named, the proposed naming gift, and whether displaying the name is and will continue to be a positive reflection on the University. No naming shall be permitted for any corporation or individual whose public image, products, or services may conflict with the purpose and mission of the U.T. System and the University of Texas at Dallas. Namings that bring into question the reputation of the university are subject to rejection or termination after approval.

Naming opportunities include, but are not limited to:

- **Facilities**: buildings; athletic facilities, building wings, large auditoria, concert halls, atria, outdoor spaces, clinics, labs, conference rooms, and offices.
- **Academic Units/Programs**: colleges, schools, academic departments, clinical divisions, academic and health centers, programs, institutes, and organized research units.

As a matter of general practice, namings will recognize significant philanthropic gifts. Under special circumstances, honorific namings may be considered. Honorific namings are exceptional in nature and shall be granted for individuals or organizations that have made extraordinary contributions to the University, the state, or nation.

Namings in honor of U.T. System administrative officials, faculty, or staff members or for elected or appointed public officials shall normally occur at least five years after the individual’s retirement from the University or public office or death.

**Process for naming approval**

Before any naming opportunity is offered to a donor as possible recognition for a gift and before a name is applied to a University building, facility, or program, the naming and its associated terms must first be submitted to the Vice President for Development and Alumni Relations, the Institutional Conflicts of Interest Committee, and the appropriate Vice President for the building, facility or program being considered for naming for review and recommendation to the President. Naming opportunities must be approved by the President, and, as required by Regents’ Rule 80307, by the U.T. System Board of Regents. The Vice President for Development and Alumni Relations manages the naming approval process, in consultation with the President and U. T. System Board of Regents, as appropriate.

Upon notification of approval, the Vice President for Development and Alumni Relations will distribute a copy of the formal approval to the President and the Vice President of Academic Affairs & Provost.

**Signage Standards**

The University will acknowledge the naming of buildings, facilities, academic units, and programs with signage commensurate with the circumstances surrounding the naming. The University President or their designee shall create standards of signage to be consistently applied across all naming situations.
Signage Installation

Once the naming has been approved by the University President and the U. T. System Board of Regents (as appropriate) and all necessary agreements have been executed, a funded work request should be submitted to Facilities Management for procurement and installation of signage. Signage for new construction may be handled by the General Contractor.

Announcements

The naming cannot be announced until the approval has been granted by the University President and the U. T. System Board of Regents (as appropriate) and all necessary agreements have been executed. All announcements related to the naming should be coordinated with the Office of Development and Alumni Relations.

Special Circumstances and Exceptions

Any special circumstances or requests for exceptions must be referred to the Vice President for Development and Alumni Relations, who will determine the course of action, which may include consultation with the University President.

Policy History

• Issued: 1997-05-05
• Revised: 2020-11-16

Policy Links

• Permalink for this policy: https://policy.utdallas.edu/utdbp3074
• Link to PDF version: https://policy.utdallas.edu/pdf/utdbp3074
• Link to printable version: https://policy.utdallas.edu/print/utdbp3074